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# MAYER'S

VIGOROUS TRUE STRAIN STRAWBERRY PLANTS



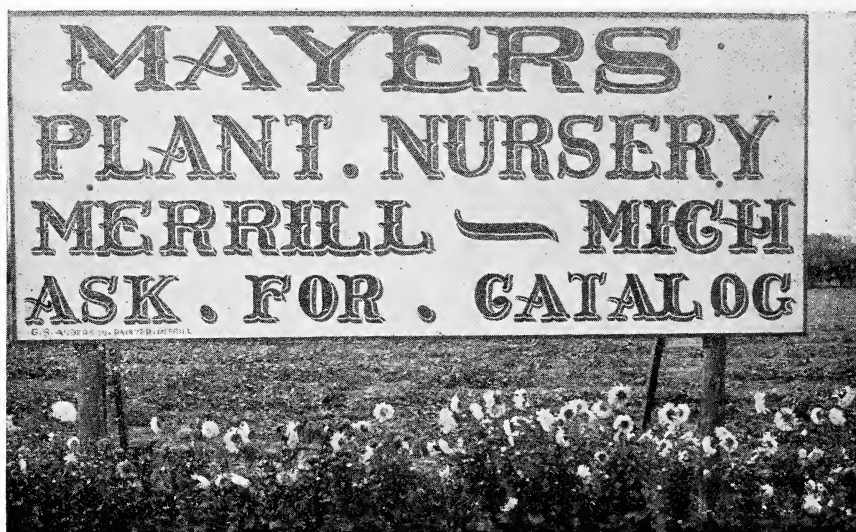
Above are True Photos. Roots 8 to 17 inches Long.

**MAYER'S PLANT NURSERY**

1922 **M. MAYER, JR.** 1922

BOHEMIAN NURSERYMAN

MERRILL, :: MICHIGAN



**Familiar Road and Railroad Sign on My Nursery**

I here certify every strawberry plant I propagate on my nursery are grown in beds rows fifty-six inches apart.

MAYER'S PLANT NURSERY,  
M. Mayer, Jr., Proprietor

State of Michigan, County of Saginaw—ss.

Subscribed and sworn to before me a Notary Public, this ninth day of November, 1921.

JOHN R. DUFTY,  
Notary Public in and for Saginaw County, Mich.  
My commission expires March 4, 1923

I hereby certify that I have fertilized by my method with especially prepared stable manure every acre planted to strawberries for nursery purposes in the spring of 1921.

MAYER'S PLANT NURSERY,  
M. Mayer, Jr., Proprietor

State of Michigan, County of Saginaw—ss.

Subscribed and sworn to before me a Notary Public, this ninth day of November, 1921.

JOHN R. DUFTY,  
Notary Public in and for Saginaw County, Mich.  
My commission expires March 4, 1923

I hereby certify that every picture in this issue are photos taken from true scenes of my nursery.

MAYER'S PLANT NURSERY,  
M. Mayer, Jr., Proprietor

State of Michigan, County of Saginaw—ss.

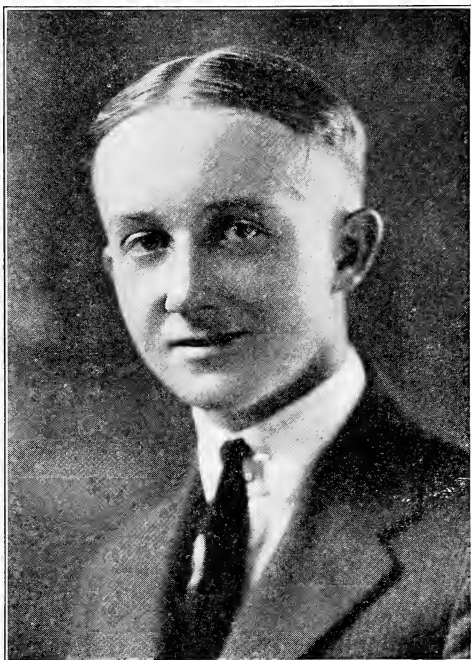
Subscribed and sworn to before me a Notary Public, this ninth day of November, 1921.

JOHN R. DUFTY,  
Notary Public in and for Saginaw County, Mich.  
My commission expires March 4, 1923

### MY FEW WORDS

YESTERDAY, TODAY and TOMORROW, Yesterday is a name for each and every day that has been, Today is a name for the day that is and the opportunities that are ours, Tomorrow is a name for the day to be and so soon to blossom ROSE-LIKE from the stem of future. When you read this issue of my little business book in which I state plainly TRUTH in the most plainly spoken language, then Tomorrow is your opportunity to become interested like thousands of my customers are interested in the most VIGOROUS TRUE to NATURE strawberry plants in our United States.

Along with my wish and pride I will say a few words about my boys whose photos are in this issue, MYRON age eighteen and PARM age sixteen. Both boys are through high school and are surely blossoms of tomorrow, baby KIETH age three, the pet of the Mayer family and loved by everybody. The word PRIDE is perhaps most understood by parents who have boys or girls and a happy home. My boys are, and cannot help but be interested in love of true nature work lessons given them by their father. Sure the MAYERS PLANT NURSERY has a future.



MYRON MAYER

Customers from many states called at my nursery this season, and without question what they saw and learned while my guests judging by words and appearances all were more than pleased. This year at Merrill our early season was very dry and on July 15 we had an unusually large hail storm, up to this time my stock was under unfavorable conditions but following July 15 we had one of the most favorable growing seasons in the past five years. All my stock has grown to full maturity, large crowns, long roots, and vigorous, it is up to my standard in every respect or more. My success as strawberry plant grower, which is my only work of speciality, is putting most possible plant food and vigor in true nature plants. There is no form of words I can give you for truer explanation. My vigorous true strain STRAWBERRY PLANTS points you the way to a better and brighter day for strawberries is the big money crop of today and the person who succeeds in this world is the one that recognizes the experiences and beliefs of others along with trained individual love for your work. I am the second largest exclusive strawberry plant grower in Michigan and the largest in the far northern States. Last year exceeded all previous sales and I wish I may repeat these words to my customers again next year. I offer gratitude to my boosters and wish you to know I have more plants than ever fully up to my standard. I deem it a pleasure to give these explanatory statements and I try to hold my plants as true to nature as the SUN in its daily appearance, undaunted and wonderful in its results.

I wish you health, happiness and success for the coming year and if favored with your order it will have my best possible personal attention on the highest justice and morality, I am

Yours very truly,

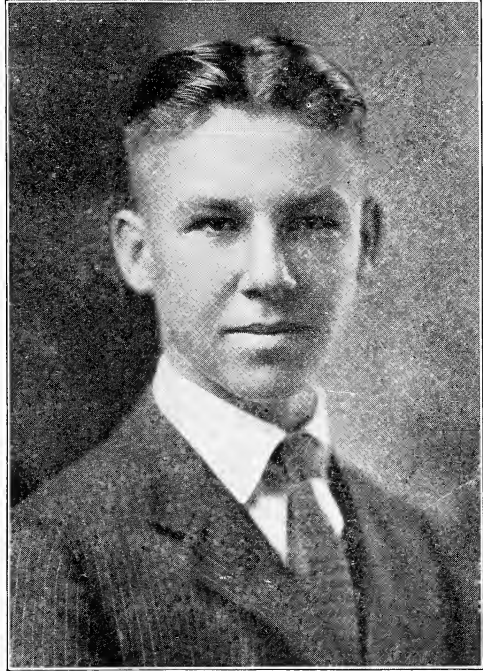
M. MAYER, Jr., Bohemian Nurseryman.

## MAYER'S PLANTS PRODUCE AND MAKE MONEY

### REFERENCE

We do hereby state that Mayer's Plant Nursery, of Merrill, Mich., is owned and operated by Michael Mayer, Jr. a man who has made a success in his undertaking, doing a very large and extensive strawberry plant business which he built up through his own personal efforts. His Nursery and himself personally is well known to us; he stands very high in this community both as a man of ability and honesty. We do believe anyone wishing to do business or friendly relation with him have placed their interests in good hands and will be ably cared for.

STATE BANK OF MERRILL, Merrill, Mich., John Dufty, Cashier and Mgr. COMMERCIAL NATIONAL BANK, Saginaw, Mich. R. T. Maynard, Cashier and Vice-president.



PARM MAYER

### PROPAGATING STRAWBERRY PLANTS

I have often been asked how I can grow such large strawberry plants, so heavy crowns and thick long roots, some stating from eight to fourteen inches long. (ANSWER) I am the only nursery in Michigan or the United States who propagates strawberry plants in rows fifty-six inches apart (See sworn statement) and leaving all young plants to establish themselves as far apart as possible, also read sworn statement, how each acre receives a dressing according to my methods of especially prepared stable manure in to which selected plants are planted from which are grown stock I am offering you. My stock, grown my way, reaches true nature with vigorous growth which stands for most productive power of my true strain strawberry plants and in all varieties you will get abundant crops of fruit. Northern latitude is also where nature has a tendency of producing longer roots. My vigorous true strain strawberry plants are different and there is no use trying not to believe true facts which actually exist. This paragraph should have your consideration and you readily decide buying my plants.

### I HAVE NO AGENTS

Through this, my little business book, is the only way my true strain vigorous stock is offered you. I have no agents. The photos shown in this issue are true scenes of my nursery and plants.

### **PREPARING SOIL AND PLANTING**

A very thorough preparation of soil before planting will save many future dissappointments. The aim of such preparation should be to render rich soil, well drained soil, mellow soil and as free from weeds as possible. There is no dread of weeds or keeping soil in good growing condition if proper cultivation is given beds before and after planting. It is from strawberry beds which have been planted under these conditions that I receive reports of yields from my vigorous true strain stock between 8,000 and 12,000 quarts per acre. The best results have been obtained from early spring planting in most all states. It is best to have moisture conditions in the soil very favorable, when soil is too wet or too dry do not set plants, heel them in, keep slightly moistened and in shade, the planting should be as early as soil can be properly prepared.



**BABY KIETH MAYER**

### **DIGGING AND PACKING**

Plants are all one season's growth. Always the entire rows are dug, then plants are sorted to No. 1 stock, trimmed, ready for planting, tied twenty-six in a bunch. Plants are packed in crates, baskets and parcels in properly dampened moss to reach all destinations in good growing condition. When more than one variety is ordered each variety is easily separated when received. Digging begins in March and usually continues to May 10.

### **TESTIMONIALS**

I do not believe in publishing testimonials, my space in this issue is limited and more valuable. I receive thousands of testimonials and always pleased to receive them. I will send you as many as you may wish to read and only ask you to return them when you are through.

### **GUARANTEE**

I guarantee stock to be No. 1 and true to name. I guarantee delivery of your order and in No. 1 condition when shipped by express or insured Parcel Post. Express rates are cheaper on long distance than parcel post, I advise express. I do not hold myself responsible for failures after delivery of stock in good condition. (YOUR SATISFACTION) It surely must be plain to everyone who gives the matter the slightest thought that I am here to give satisfaction always when there is cause for adjustment.

# MAYER'S PLANTS PRODUCE AND MAKE MONEY



Above Plant Roots, 7½ to 14 inches Long

**Mayers Vigorous True Strain**

## ORDERING

There are many fruit growers who do not understand value of an early placed order. When we receive your order early it gives plenty of time for booking, writing shipping tags, correspondence if necessary. You are sure of varieties wanted and less liable to have a mistake creep in, also your order is shipped on date you want them. In placing your order early you do not have to send all remittance unless you so wish, just send what you wish as good faith and your order will be booked. All prices are F. O. B. Merrill, Mich. Please use page 15 as order sheet always, and write your name and address very plainly.

## NORTHERN PLANTS

Dormant plants are always best and can be planted from one to three weeks later in southern states with much better results than by planting southern plants which have a large growth of foliage and buds for blossoms.

The successful strawberry grower of the southern states buys northern Michigan Plants. They have more vigor, will make a better growth, and will produce more and earlier berries.

## REMITTANCE

Make remittance payable to Mayer's Plant Nursery. Remittances can be sent by Postoffice Money Order, Bank Draft, Express Order, or personal check.

## NUMBER OF PLANTS REQUIRED TO SET AN ACRE

Plants 12 inches by 3 feet .....	14,520
Plants 18 inches by 3 feet .....	9,680
Plants 18 inches by 3¾ feet .....	8,297
Plants 24 inches by 3½ feet .....	6,222
Plants 24 inches by 4 feet .....	5,445
Plants 30 inches by 3½ feet .....	4,356

## TRANSPORTATION

The value of my true strain vigorous stock at reasonable price it is offered will greatly offset transportation charges on your order. My stock is shipped to about every state in the United States and to some foreign countries.



Large Field of Plants on My Nursery. **Mayer's Vigorous True Strain.**





Above Plant Roots  $7\frac{1}{2}$  to  $16\frac{3}{4}$  inches Long

### FALL BEARING VARIETIES

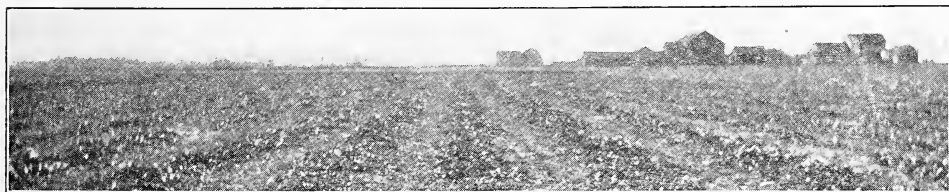
Each year I get a large correspondence in regard to fall bearing varieties. Many who have grown my strain of fall bearing varieties for years report their success, almost unbelievable these reports are surely gratifying to me. Some customers report that they were lucky in growing a heavy and wide row of plants of Progressive variety but were disappointed in production of fruit. I wish to make this statement, Progressive variety or any other fall bearing variety will not fruit heavily when growth will make too many plants and you leave your rows set plants too wide. Hill culture is best for fruit production in all fall bearing varieties and a new set bed each year. You should try my two new fall bearing varieties, I have many good reports of them, KOSATO and HONEYMOON.

### FALL BEARING VARIETIES

**Progressive (Per)**—This variety does best on any soil that does not retain moisture too long. It is the only fall-bearing variety well tested that succeeds in many states. The plants are healthy and very productive. The berries are medium to large in size. The flavor varies very much, depending on soil they are grown on and the amount of sunshine when ripening. I can safely say that Progressive variety succeeds as a fall producer with more people than any other fall-bearing variety. **Price \$14.00 per 1,000.**

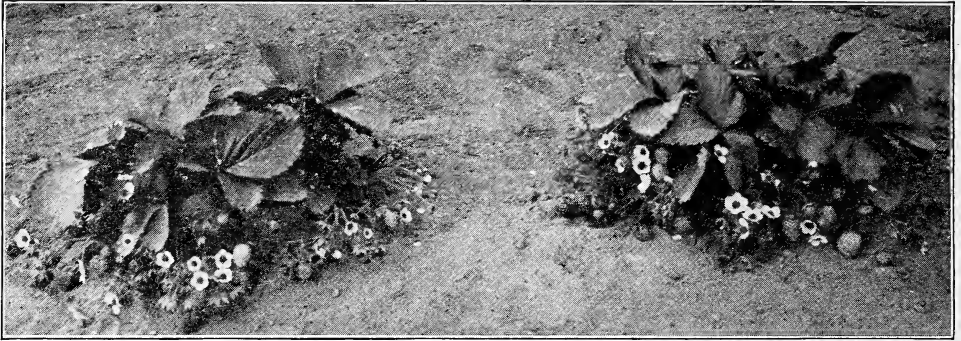
**Kosato (Per)**—Originated in Michigan and is distinctly new in the fall-bearing varieties. The plants and leaves are very large, productive, and endure much of our unfavorable conditions in fall-bearing varieties. The berries are very large and of good flavor, distant from other varieties and much better to the particular taste. I advise all my customers to try a few plants. **Price—25 Plants \$1.00; 100 Plants \$3.00**

**Honeymoon (Per)**—Near brother to Kosato; also originated in Michigan Honeymoon is just about equal in all respects to Kosato, but plants and fruit are not so large. The fruit that each individual plant will produce is enormous. The fruit is good size, quite round in shape, deep red in color and very firm. A much promising variety and you should try it. **Price—25 Plants \$1.00; 100 Plants \$3.00.**



Large Field of Plants on My Nursery. Mayer's Vigorous True Strain.

## MAYER'S PLANTS PRODUCE AND MAKE MONEY



### **Progressive Variety, Mayer's Vigorous True Strain SPRING VARIETIES**

**Dr. Burrill (Per)**—Desirable qualities which go to make an ideal variety are found in Dr. Burrill. It has strong vigorous plants with long heavy root system which makes it a resister of drouth, foliage which is large dark green furnishes it ample protection for its berries. Being a prolific runner maker it is well adapted for any system of strawberry growing. Heavy productiveness of berries is a dependable character of this variety. I have some statements from my customers saying that Dr. Burrill at fruiting time plants are simply a mass of blossoms and fruit. Berries are large and beautiful deep glossy red color to the very center of the berry. Berries are delicious flavor, for shipping and canning it is unsurpassed by any other variety. Dr. Burrill thrives in all soils and climates splendidly. Large commercial growers are growing Dr. Burrill today and it is the variety you should include in your order. My vigorous strain of Dr. Burrill variety will make you more money perhaps than any other variety. Order early. **Price per 1,000, \$5.50.**

**Warfield (Imp)**—A berry very similar to Dunlap in every respect, except that it is pistillate. The plants are great runners and the berries are deep dark red, very firm and adapted for canning and shipping. As a rule the plants are not quite as large as the Dunlap and I do not believe the berries average as large, but the Warfield is generally conceded to be the most productive strawberry in existence, having proven so under severe test. **Price—\$5.50 per 1,000.**

**Kellog's Premier, (Per)**—Many growers say Kellog's Premier variety is in a class by itself, also perhaps the best early variety known. It produces a large crop of uniform berries, deep red and of the highest quality possible, which has made this variety famous with large and small growers everywhere. As pollinizer it is strong and the plants grow large with a heavy rooting system. My true strain stock makes Kellog's Premier very vigorous and productive beds as grown in my nursery are very beautiful. My small crop of plants of this variety and the enormous demands for plants is sufficient reason why you should place order early. **Price—per 1,000, \$6.50.**



**MAYER'S PLANT NURSERY, MERRILL, MICH.**



**Large Field of Plants on My Nursery. Mayer's Vigorous True Strain.**

✓ **Senator Dunlap (Per)**—My vigorous true strain Senator Dunlap variety is more productive than any other strain of Senator Dunlap variety grown by other nurserymen. I have the reports from my customers to the above statement for many years from many states in the union. I sell more plants of Senator Dunlap variety than any other five leading varieties which makes it a sure proof that Senator Dunlap is the most popular variety now grown in our strawberry world. Senator Dunlap variety has made more dollars for its growers throughout United States than any other variety ever introduced. I make this strong statement, but every word is true. I frankly say today it is the most profitable variety for you to buy. Senator Dunlap responds nobly to any kind of culture and any kind of soil. Senator Dunlap is a very heavy bearer of largesized, evenly shaped fruit and of a very beautiful dark red color and the flavor is delicious. Growers of Senator Dunlap get berries that are astonishing in wonderful appearance; berries that they are not ashamed of; berries that sell themselves and always at the highest market price. Plants are very vigorous growers and my true nature strain have roots from six to eleven inches long. Without question demand for Senator Dunlap plants again will be above my estimate, so if you want my strain try and book your order early. **Price—\$5.50 per 1,000.**

✓ **Parson's Beauty (Per)**—One that may be depended upon to produce a large crop of fruit every season. The plants are splendid growers on any soil, and without a sign of any disease. The fruit is large, conical, uniform shape, dark red. Largely planted by commercial growers on account of its vigor and productiveness. My strain leads. **Price—\$5.50 per 1,000.**

✓ **Sample (Imp)**—I have a small crop of this variety. Sample is very productive and should be properly pollinated with some late variety like Stevens Late Champion or Brandywine. A most splendid marketable variety. **Price—\$9.50 per 1,000.**



**Large Field of Plants on My Nursery. Mayer's Vigorous True Strain.**

## MAYER'S PLANTS PRODUCE AND MAKE MONEY



**Large Field of Plants on My Nursery. Mayer's Vigorous True Strain.**

**Gibson (Per)**—A sure wonderful strawberry and a good profitable variety. I make this strong statement, but it is true. Owing to its wonderful productiveness it continues fruiting medium early to very late. Gibson is a very strong grower. My strain with roots from eight to twelve inches long and the quantities of fruit it produces is unbelievable. Berries are large, beautiful dark red which adds greatly to its beauty and market value. Flavor is good as can be found in any strawberry. Really the Gibson berries sell themselves on all markets. Demand for Gibson plants is greater each season, and if you wish my strain in this wonderful variety you must place your order early. **Price—\$6.00 per 1,000.**

**Pocomoke (Per)**—Good variety. Profitable for its enormous productiveness, for its beauty also. Plants are strong, robust growers, very vigorous and adaptable to all soils. Berries are large, very red, firm and good flavor. I assure you satisfaction in Pocomoke variety. If you have not already grown Pocomoke, try it. **Price—\$6.00 per 1,000.**

**Howard No. 17 (Per)**—In plant growth they are faultless. The blossoms are large and have plenty of pollen. It is among the earliest of the mid-season varieties to ripen. Color is a rich red with a fine gloss. There is no berry that I have ever seen that is more beautiful or of finer quality. The only fancy berry that is a "business berry." The Howard No. 17 has all good qualities with heavy production. In size it is among the largest grown, averaging larger than Gandy. The Howard has outclassed many varieties. **Price—\$6.00 per 1,000.**

**Michels Early (Per)**—This grand old variety has proved to be the most profitable and valuable variety of extra early strawberry. Many of my customers who grow Michels Early variety for early berries in many states report my strain as the best possible early variety grown. I believe it is naturally adapted to light or less feed soils and it seems to do well on the same soil from year to year. Berries are light red through and through, and I heard old people say the flavor of Michels Early filled the want as wild strawberries of their childhood days. My strain is productive and deserving largely planted. **Price—\$4.50 per 1,000.**

**August Luther (Per)**—This and Michels Early are very similar. The plants are rampant growers. The berries are medium in size but the flavor is mild and especially attractive to most tastes. Ripens an immense crop in a short time, real early and is exceedingly profitable. **Price \$5.50 per 1,000.**



**Large Field of Plants on My Nursery. Mayer's Vigorous True Strain.**



Large Field of Plants on My Nursery. Mayer's Vigorous True Strain.

✓ **Gandy (Per)**—A standard late variety. Plants are vigorous and productive, do well on low wet soil as well as on high and dry soil. Berries are dark red and very large, ripening very late. Flavor is good but unlike most varieties. **Price—\$6.50 per 1,000.**

✓ **Glen Mary (Per)**—This variety is very popular with growers who are after quantity and quality. It is enormously productive of large irregular shaped berries. Berries are very firm and good shipper. It does best when planted in dry gravelly soils. My vigorous true nature strain of Glen Mary variety will put dollars in your pocket. **Price—\$6.00 per 1,000.**

✓ **Joe Johnson (Per)**—Plants are extremely large and productive. Also make about right rows for fruiting. Berries are very large, attractive and sell for highest prices. A valuable variety. **Price—\$6.00 per 1,000.**

✓ **Stevens Late Champions (Per)**—A variety largely grown in all states. The plants are very vigorous and do well in most soils. Berries may be left on vines without picking for many days; fruit is large, good color and very firm. They stand longer shipments than most varieties. Add true nature's vigor, my strain, you make no mistake in planting Stevens Late Champion. **Price—\$5.50 per 1,000.**

✓ **Aroma (Per)**—Berries very large, late, and produced in great abundance. A very popular variety with growers and consumers. Plants grown my way in northern Michigan produce enormous crops of fruit in southern and western states. **Price—\$6.75 per 1,000.**

✓ **Brandywine (Per)**—It is a great favorite with many growers. The fruit is deep dark red, very large and attractive; a good shipper and market variety. **Price—\$7.50 per 1,000.**

✓ **Helen Davis (Per)**—The berry is sweet and is a fine berry for canning. It is a heavy cropper, and will yield perfect berries, and is a strong pollenizer for imperfect varieties. It will go through hard frosts and bear a good crop of fruit. **Price—\$5.75 per 1,000.**

✓ **Charles I (Per)**—New, extra early berry with me. Charles I is a good early variety. Produces abundance of large berries of good quality. **Price—\$5.75 per 1,000.**



Large Field of Plants on My Nursery. Mayer's Vigorous True Strain.

## MAYER'S PLANTS PRODUCE AND MAKE MONEY



**Force in Digging and Packing season on My Nursery. No Children Allowed.**

### **CERTIFICATE OF NURSERY INSPECTION**

**No. 2442**

**This is to Certify**, that I have examined the nursery stock of **Michael Mayer, Jr., Merrill, Michigan**, and find it apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This certificate to be void after July 31, 1922.

**L. R. TAFT,**

State Inspector of Nurseries and Orchards

East Lansing, Mich., Sept 19, 1921.



**My Way of Spreading Manure on My Nursery**

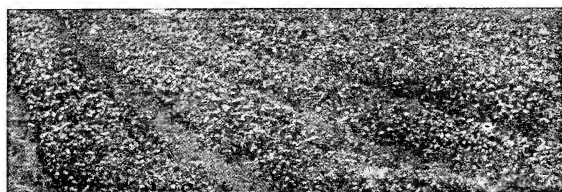
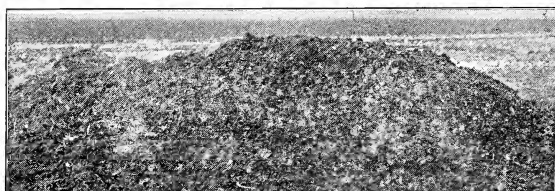




Gibson Variety  
Mayer's Vigorous True Strain.



Piles of manure after treatment, ready for top dressing, just before planting. By my method hundreds of loads each year are prepared and from 8 to 14 loads are used per acre.



Warfield Variety in Beautiful White Sheet of Blossom. Mayer's Vigorous True Strain.



Group of Planters on My Nursery.



Dunlap Variety in Beautiful White Sheet of Blossom. Mayer's Vigorous True Strain.

## Price List of Strawberry Plants

Varieties marked (Imp) are pistillate and must be planted near some perfect blooming varieties. Varieties marked (Per) are perfect and can be planted by themselves. Prices are f. o. b. Merrill, Michigan. I advise that plants be shipped by express. By mail, add 20 cents per 100 plants.

	Per 100	Per 500	Per 1,000
<b>EARLY VARIETIES</b>			
Dr. Burrill (Per) .....	\$1.00	\$2.75	\$ 5.50
Kellog's Premier (Per) .....	1.00	3.25	6.50
Charles I (Per) .....	1.00	2.88	5.75
Helen Davis (Per) .....	1.00	2.87	5.75
August Luther (Per) .....	1.00	2.75	5.50
Michel Early (Per) .....	.75	2.25	4.50
Warfield (Imp) .....	1.00	2.75	5.50
<b>MID-SEASON VARIETIES</b>			
Joe Johnson (Per) .....	1.00	3.00	6.00
Gibson (Per) .....	1.00	3.00	6.00
Pocomoke (Per) .....	1.00	3.00	6.00
Senator Dunlap (Per) .....	1.00	2.75	5.50
Glen Mary (Per) .....	1.00	3.00	6.00
Parson's Beauty (Per) .....	1.00	2.75	5.50
Howard No. 17 (Per) .....	1.00	3.00	6.00
<b>LATE VARIETIES</b>			
Gandy (Per) .....	1.00	3.25	6.50
Aroma (Per) .....	1.00	3.38	6.75
Stevens Late Champions (Per) .....	1.00	2.75	5.50
Brandywine (Per) .....	1.00	3.75	7.50
Sample (Imp) .....	1.00	4.75	9.50
<b>FALL-BEARING VARIETIES</b>			
Progressive (Per) .....	2.00	7.00	14.00
Kosato (Per) .....	25 plants \$1.00	100 plants \$3.00	
Honeymoon (Per) .....	25 plants \$1.00	100 plants \$3.00	

Write for special price on 5,000 plants or more. Always state varieties wanted. No less than one dollar order accepted of any one variety. As it is not advisable to grow over five varieties at any one time I will limit all orders to five varieties. My stock has vigor and productive power up to the highest standard which possess exceptional merits for you far beyond possible measures in dollars. **MAYER'S VIGOROUS TRUE STRAIN STOCK** is a sure and high degree of success, the quality and reputation is unquestioned, being the best solution of your buy, I am always,

Yours very truly,

M. MAYER, Jr.

Bohemian Nurseryman

Strawberry plants throughout the United States are scarce today. Take my advice and place your order early. Write your agricultural college, they will verify my statement.





## MAYER'S PLANTS PRODUCE AND MAKE MONEY



**Kellogg Premier Variety**  
**Mayer's Vigorous True Strain**



**Howard No. 17**  
**Mayer's Vigorous True Strain**

### FRIENDLINESS

Please write below names and addresses of fruit growers. My little business book will be mailed them free. I will instruct my packers to include you free a few extra plants for your kindness.

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